



www.kpho.com

CBS5
Meredith Corporation
FED ID# 42-0410230
4016 N Black Canyon
Phoenix, AZ 85017
(602)264-1000

CONTRACT

And:

Media Strategies and Research
Attention: Suzanne Collins
1580 Lincoln Street
Suite 510
Denver, CO 80203

| | | |
|--|--|--|
| <u>Contract / Revision</u> 496569 / | | <u>Alt Order #</u> |
| <u>Product</u> 10/2-10/8 2012 | | |
| <u>Contract Dates</u> 10/02/12 - 10/08/12 | <u>Estimate #</u> 12221 | |
| <u>Advertiser</u> Sinema DCCC | | <u>Original Date / Revision</u> 09/28/12 / 09/28/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KPHO | <u>Account Executive</u> House KPHO Local | <u>Sales Office</u> KPHO/Local |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|--------------------|-----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | KPHO | 10/02/12 | 10/08/12 | M-F 6-630a | M-F 6-630a | | :30 | | | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | MTW-F-- | | | | 4 | \$150.00 | | | |
| N 2 | KPHO | 10/04/12 | 10/08/12 | CBS EARLY SHOW | Th, M 7a-9a | | :30 | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | M--T--- | | | | 2 | \$200.00 | | | |
| N 3 | KPHO | 10/07/12 | 10/07/12 | CBS SUNDAY MORNING | Various | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | -----S | | | | 1 | \$500.00 | | | |
| N 4 | KPHO | 10/08/12 | 10/08/12 | CBS 5 NEWS @ NOON | Mon 12p-1230p | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | M----- | | | | 1 | \$450.00 | | | |
| N 5 | KPHO | 10/04/12 | 10/04/12 | PEOPLES COURT | Th 3p-357p | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | ---T--- | | | | 1 | \$175.00 | | | |
| N 6 | KPHO | 10/02/12 | 10/05/12 | ANDERSON COOPER | T,F 358p-458p | | :30 | | | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | -T--F-- | | | | 2 | \$225.00 | | | |
| N 7 | KPHO | 10/03/12 | 10/08/12 | CBS 5 NEWS @ 5P | W,M 5p-530p | | :30 | | | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | M-W---- | | | | 2 | \$700.00 | | | |
| N 8 | KPHO | 10/02/12 | 10/04/12 | CBS 5 NEWS @ 530P | T, Th 530p News | | :30 | | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | -T-T--- | | | | 2 | \$600.00 | | | |
| N 9 | KPHO | 10/03/12 | 10/05/12 | CBS 5 NEWS @ 10P | W, F 10p-1035p | | :30 | | | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | --W-F-- | | | | 2 | \$1,300.00 | | | |
| N 10 | KPHO | 10/06/12 | 10/06/12 | Sa Late News | Sa 10p-1035p | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/02/12 | 10/08/12 | -----S- | | | | 1 | \$500.00 | | | |
| Totals | | | | | | | | | | | 18 | \$8,275.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|-----------------------|----------------|-------------------|
| 10/02/12 - 10/08/12 | 10/2-10/8 2012 | 12221 |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|-------------------|---------------------------------|
| Sinema DCCC | 09/28/12 / 09/28/12 |

*Tax 1 Note: Tax 0.5%

| Time Period | # of Spots | Gross Amount | Net Amount | *Tax 1 | Total |
|---------------------|------------|-------------------|-------------------|----------------|-------------------|
| 10/01/12 - 10/08/12 | 18 | \$8,275.00 | \$7,033.75 | \$35.17 | \$7,068.92 |
| Totals | 18 | \$8,275.00 | \$7,033.75 | \$35.17 | \$7,068.92 |

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|--|---------------------------|
| Station and Location: KPHO-TV Phoenix | Date: 9/28/2012 |
|--|---------------------------|

I, Media Strategies and Research

being on behalf of: Kyrsten Sinema, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---------------------------|----------------------------------|------|--------------------------|----------------|-----------------|
| SEE ATTACHED SCHEDULE | | | | | |
| Date of First Broadcast: | | | Date of Last Broadcast: | | |
| Tuesday, October 02, 2012 | | | Monday, October 08, 2012 | | |
| | | | | | |

Total Charges: \$8,275.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 28, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title